

LASALLE COUNTY BROADCASTING
ANNUAL EEO PUBLIC FILE REPORT
AUGUST 1, 2016

For the Period Beginning August 1, 2015 and Ending July 31, 2016

LaSalle County Broadcasting, an Equal Opportunity Employer, is dedicated to providing broad outreach regarding job vacancies. Organizations that wish to receive information about vacancies at the station should contact Joyce McCullough, President, at (815) 220-6929, or send an e-mail message to: joyce@wlpoamandfm.com. You may also contact Ginny Parnisari, Human Resources, at (815) 220-6928, or send an e-mail message to: hr@newstrib.com. Send resumes to: LaSalle County Broadcasting, 1 Broadcast Lane, Oglesby, IL 61348. There were five full-time positions filled between August 1, 2015 and July 31, 2016.

This Report, which covers the prior 12-month period, is to be placed in each station's public file and website every year on the anniversary of the due date of the station's renewal application.

This Report covers the following employment unit:

CALL SIGN	AM/FM	FACILITY ID#	COMMUNITY OF LICENSE	STATE	LMA
WLPO	AM	36645	La Salle	IL	No
WLPO	FM	151843	La Salle	IL	No
WAJK	FM	36181	La Salle	IL	No
WLWF	FM	3958	Marseilles	IL	No

The following is information concerning the recruitment efforts undertaken by the employment unit to fill a full-time vacancy during the period covered by this Report.

A. Five full-time jobs were filled during the Annual EEO Public File Report from August 1, 2015 to July 31, 2016.

Job Titles/Date Hired: Account Executive – August 24, 2015
Production Coordinator – September 25, 2015
Wolf Co-Host – November 16, 2015
News Reporter – November 18, 2015
Production Coordinator – May 9, 2016

B. Recruitment/Referral Sources used to seek candidates for Account Executive Position Filled August 24, 2015.

Referral Source	Contact Person	Address	Phone#	Referred Person Hired	Number of Persons Interviewed
NewsTribune Total Talent Reach	Amy Picco	426 Second St LaSalle, IL 61301	815-223-3200	0	0
WLPO/WAJK/WLWF	John Spencer	1 Broadcast Lane Oglesby, IL 61348	815-223-3100	1	1

C. Recruitment/Referral Sources used to seek candidates for Production Coordinator Position Filled September 25, 2015.

Referral Source	Contact Person	Address	Phone#	Referred Person Hired	Number of Persons Interviewed
Illinois Broadcasters Association	Debra Gray	200 Missouri Ave Carterville, IL 62918	618-985-5555	0	0
All Access Music Group	allaccess.com	28955 Pacific Coast Hwy, Malibu, CA	310-458-6616	0	0
WLPO/WAJK/WLWF	John Spencer	1 Broadcast Lane Oglesby, IL 61348	815-223-3100	1	1

D. Recruitment/Referral Sources used to seek candidates for Wolf Show Co-host Position Filled November 16, 2015.

Referral Source	Contact Person	Address	Phone#	Referred Person Hired	Number of Persons Interviewed
All Access Music Group	allaccess.com	28955 Pacific Coast Hwy, Malibu, CA 90265	310-457-6616	0	1
WLPO/WAJK/WLWF	John Spencer	1 Broadcast Lane Oglesby, IL 61348	815-223-3100	1	1

E. Recruitment/Referral Sources used to seek candidates for News Person Position Filled November 18, 2015.

Referral Source	Contact Person	Address	Phone#	Referred Person Hired	Number of Persons Interviewed
Illinois Broadcasters Association	Debra Gray	200 Missouri Ave Carterville, IL 62918	618-985-5555	0	1
WLPO/WAJK/WLWF	John Spencer	1 Broadcast Lane Oglesby, IL 61348	815-223-3100	1	3
All Access Music Group	allaccess.com	28955 Pacific Coast Hwy, Malibu, CA 90265	310-457-6616	0	1

F. Recruitment/Referral Sources used to seek candidates for Production Coordinator Filled May 9, 2016.

Referral Source	Contact Person	Address	Phone#	Referred Person Hired	Number of Persons Interviewed
Illinois Broadcasters Association	Debra Gray	200 Missouri Ave Carterville, IL 62918	618-985-5555	0	0
All Access Music Group	allaccess.com	28955 Pacific Coast Hwy, Malibu, CA 90265	310-457-6616	0	0
WLPO/WAJK/WLWF	John Spencer	1 Broadcast Lane, Oglesby, IL 61348	815-223-3100	1	1

Outreach Activities

LaSalle County Broadcasting participated in station tours, career mentoring, job fair, air and advertising staff training and events in the community throughout the year. Staff participants discuss the education required for broadcasting and the different job opportunities that are available working in radio.

Career Mentoring

Students are able to work with staff members to learn about the operation of a radio station, the skills required and the availability of radio careers they are interested in pursuing.

LaSalle-Peru High School Entrepreneurial Class – Participants: Mark Lippert, Vice President of Sales & Marketing, John Spencer, Vice President of Operations and Becky Roberts, Office Manager. LaSalle County Broadcasting hosted twelve students and teacher, Marty Makransky, from the Entrepreneurial class at the radio station. The staff each explained their different positions (marketing, production/on-air and office) and what it takes to run three radio stations. The staff gave a description of each radio station and their formats and how we are licensed by the FCC to serve our communities. The students toured the station and went on the air live with John Spencer. November 16, 2015

LaSalle-Peru High School Student – Participant: John Spencer, Vice President of Operations. John conducted a mock interview with a high school senior giving feedback on resume writing, appearance and interview skills, along with a few tips on what a manager may be looking for. December 15, 2015

Illinois Valley Etiquette Dinner – Participant: Mark Lippert, Vice President of Sales & Marketing. The Etiquette Dinner was held at Illinois Valley Community College to help college students prepare for interviews and professional meetings. Mark talked to students about careers in radio. March 3, 2016

LaSalle-Peru High School Career Fair – Participant: Mark Lippert, Vice President of Sales & Marketing. The event consisted of high school freshman and sophomores meeting with local businesses. Mark met with 20 students and answered questions they had about career opportunities in radio, both on-air and in sales. They were invited to contact LaSalle County Broadcasting to set up a tour of the station. March 15, 2016

LaSalle-Peru High School Student – Participant: John Spencer, Vice President of Operations. John conducted an interview with a high school senior giving the student tips on the interview process and providing feedback on how they did on the interview. April 29, 2016

Guest Host – Participants: Rob “Edwards” Murch and Sean “Kelly” Lopez, co-hosts on WLWF, The Wolf. An 8 year old boy from Oglesby was a guest host on The Wolf. Rob and Sean gave him a behind the scenes look at how the morning show works since he’s interested in working in radio someday. July 7, 2016

Station Tour

LaSalle County Broadcasting encourages interested youth community groups to tour the station and staff interacts with the students and gives them information about broadcasting covering all the different jobs in radio. One of the highlights is showing them how commercials are made and taping their voices.

Tonica Cub Scouts, John Spencer, Vice President of Operations. December 15, 2015

Staff Training

LaSalle County Broadcasting air staff spent two intensive days in customized individual sessions with international broadcast consultant, Valerie Geller, listening to their on-air work and learning more effective ways to communicate with our listeners. Participants: John Spencer, Rod Thorson, Jeremy Aitken, Jon Shapiro, Elizabeth Isaacson, Sean Turner, Evan Wixom and Billy Thompson. August 6-7, 2015

Marketing consultant, Pat Bryson, had training sessions with the sales staff and traveled with the staff individually visiting businesses in their territories. Pat worked closely with our newest sales person, Ashley Leopold. Pat gives tips on radio sales how they can better understand the needs of their clients. November 9-13, 2015

The advertising staff attended the Illinois Broadcasters Association annual meeting and training camp conference in Champaign, Illinois. This was a day of training sessions on subjects ranging from how to better serve clients marketing needs both in traditional and digital. The training showed how we can better serve our clients with more effective marketing plans to strength our relationship with community business owners. Participants: Mark Lippert, Jeremy Reed, Ashley Leopold, Bob Mullane and Betha Ghighi. June 15, 2016

Marketing consultant, Pat Bryson, traveled with each of the sales staff in their designated territories visiting businesses and discussing with the staff on how they can help our advertising clients meet their marketing needs. May 2-6, 2016

Community Events

Station staff participates in community events throughout the year to promote station awareness and to talk to potential station employees and customers.

Starved Rock Area Special Olympics Dinner and Auction – Participant: John Spencer, Vice President of Operations. John hosted the benefit representing LaSalle County Broadcasting. This was a major fundraiser for Special Olympics. Approximately 200 people attended and the event raised around \$22,000. August 6, 2015

BBQ & Blues – Participants were from Miller Group Media (Betha Ghighi, Mark Lippert, Jeremy Reed, Joyce McCullough, Scott Stavrakas, Maguerite Allen, Ashley Leopold and Jan Musgrove). This was a City of LaSalle event. Rod Thorson and Rob Edwards were judges on the BBQ contest panel. September 11, 2015

Princeton Business Leads Team Business Expo – Bob Mullane, Marketing Consultant. This was a two hour event open to all Princeton business owners. LaSalle County Broadcasting set up a booth and talked about our stations, events we host and how advertising on radio can help their business fill job openings. October 20, 2015

St. Baldrick's Foundation – Participants: Rob "Edwards" Murch and Sean "Kelly" Lopez. Rob and Sean shaved their heads and raised over \$2,100 for the yearly foundation fundraiser. March 12, 2016

Mad City Money/Streator High School – Participant: Jeremy Reed, Account Executive. Streator Onized Credit Union and Streator High School were the sponsors. High School sophomores were given careers and they had to make purchases and a monthly budget. April 19, 2016

Ottawa Pre-School – Participants: Rob "Edwards" Murch and Sean "Kelly" Lopez. Rob and Sean visited an Ottawa pre-school class for the day for "Positive Male Role Model Week." They played with the children, ate lunch and told them about our jobs. May 10, 2016

Job Fair

Participated in one job fair during the year to discuss job opportunities available at LaSalle County Broadcasting.

Illinois Valley Community College (IVCC) – April 21, 2016. Participant: Human Resource manager, Ginny Parnisari, talked to 31 participants attending the Job Fair. IVCC held the Job Fair, Discover the Silver Lining in Your Career, in the school gymnasium. The job fair not only attracts students but job seekers from all over the Illinois Valley area. Area businesses presented their job opportunities.

We continue to be committed to providing Equal Opportunity to those we hire and promote at our radio stations.

Joyce McCullough
President